

[17]

No. of printed page: 01

SARDAR PATEL UNIVERSITY
FY BBA (Gen. & Hon.) (IInd Seme.)(NC) EXAMINATION (CBCS)
2012
Thursday, 12th April
11.00 a.m. to 1.00 p.m.

UM02CBBA01/06 : PRACTICES OF MANAGEMENT

Total Marks : 60

Note: Figures to the right indicate marks.

Q.1 "Marketing begins with customer and ends with customer". Discuss this statement with reference to importance of marketing. [15]

OR

Q.1 What is market ? Explain the Importance of 4 P's in the marketing. [15]

Q.2 "Human Resource Management involves two categories of functions managerial and operative." Describe these functions in detail. [15]

OR

Q.2 Write a comprehensive note on the evolution of Human Resource Management. [15]

Q.3 Describe the various objectives of Financial Management. [15]

OR

Q.3 What do you mean by finance ? Explain the role of finance and Accounting Manager in the modern business. [15]

Q.4 Define the term "Materials" and "Materials Management". Explain the objectives and importance of materials management. [15]

OR

Q.4 Write short notes **(Any Two)** [15]

1. Scope of Production Management.
2. Importance of Information Technology.
3. Functions of T.T. Manager.

@ @ @ @ @ @ @